

ORDER



Orders
Order / Rev: 68791
Alt Order #: 08889921
Product Desc: HOUSE MAJ PAC
Estimate: 2275
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: CIA - O

KUCW-TV

Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue, Suite 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: House Majority PAC
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	2	\$1,600.00	\$1,360.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	2	\$1,600.00	\$1,360.00	0.00
Totals	2	\$1,600.00	\$1,360.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KUCW-TV	2%	\$1,600.00
Market	100%	\$80,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	0%	\$0.00
KSTU	0%	\$0.00
KTVX	97%	\$77,600.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	0%	\$0.00
UNKWN	1%	\$800.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KUCW	10/31/12	11/02/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	--WTF--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
THE BIG BANG THEORY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--			1			\$800.00		0.00			
E 2	KUCW	11/05/12	11/05/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00

Order / Rev:	68791
Alt Order #:	08889921
Flight Dates:	10/31/12 - 11/06/12

Advertiser:	House Majority PAC
Product Desc:	HOUSE MAJ PAC
Estimate:	2275

KUCW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
THE BIG BANG THEORY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -		1				\$800.00		0.00			
Totals													2	\$1,600.00	